

1 ABSTRACT

2 A system and method for the electronic processing of discount coupons are described.
3 The present invention comprises a coupon database containing coupon information that is
4 associated with a specific consumer. The coupon database is operated in conjunction with a
5 system for recording product information that is sold to a consumer at any particular store. The
6 information from the register system is reconciled with information from the coupon database in
7 order to give the consumer any credit for coupons that are attributed to his or her account. The
8 coupon database is subsequently updated to reflect the transactions and the discounts given to the
9 consumer. The consumer information, including both the information relating to coupons and
10 the information relating to other products purchased, can be added to a database for marketing
11 analysis. The store information relating to redeemed coupons is forwarded electronically to the
12 manufacturers for rebate to the store.